

LEO BURNETT U.S.A.

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Come to where the flavor is. Marlboro Country.

A man in a cowboy hat, brown jacket, and red shirt stands in a snowy, mountainous landscape. He is holding a cigarette in his mouth and a lasso in his hand. In the foreground, two packs of Marlboro cigarettes are visible: a red pack labeled 'Marlboro' and a gold pack labeled 'Marlboro 100's'. A wooden post and a snowshoe are also in the foreground.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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